

**METHOD AND APPARATUS FOR FACILITATING
ATTENTION TO A COMMUNICATION**

ABSTRACT OF THE DISCLOSURE

5 A system, method, apparatus, and computer program code for facilitating
attention to a communication provided by one entity to another entity and for allowing an
entity to prioritize communications sent or received by the entity. A method for
facilitating attention to a communication includes associating a quantity of at least one
attention unit to a first entity and allowing the first entity to provide a communication to a
10 second entity. The said communication has one or more attention units and at least one
associated criterion associated with it, either by the first entity or by default. When the
criterion is satisfied, the number of attention units associated with either the first entity
and/or the second entity may be changed.

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